

# **SOCIAL MARKETING ON DENGUE HEMORRHAGIC FEVER AND TUBERCULOSIS PREVENTION AND CONTROL PROGRAM IN PATI, CENTRAL JAVA**

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## **ABSTRACT**

**Background:** Dengue Hemorrhagic Fever (DHF) and Tuberculosis (TB) are two major infectious diseases of public health importance. The increasing incidence of these diseases was related to unhealthy behaviors among community members. Social marketing, the use of marketing to design and implement programs to promote socially beneficial behavior change, has grown in popularity and usage within the public health community. Despite this growth, many public health professionals have an incomplete understanding of the field. The purpose of this study was to determine the effectiveness of social marketing in the prevention and control of DHF and TB.

**Subjects and Method:** This was a sequential mixed method study with qualitative study preceding the quantitative study. This study was conducted in Pati District, Central Java. A sample of 55 participants were selected for this study consisting of 40 members of community and 15 health personnel. The dependent variable was knowledge in social marketing, DHF, and tuberculosis. The independent variables was social marketing training. The data were collected by in-depth interview and survey. The qualitative data were analyzed by content analysis. The quantitative data were analyzed by paired t-test to look at changes in the outcome variable before and after social marketing.

**Results:** Training in social marketing was held with 30 health cadres as participants. The social marketing target group was community leaders. The expected behavior change included vector control using mosquito impregnated bednet and tuberculosis case finding. Knowledge on the use of social marketing method to promote DHF and tuberculosis prevention and control among health cadres increased significantly after training ( $p < 0.001$ ).

**Conclusion:** Social marketing can be used to promote DHF and tuberculosis prevention and control through health cadres, with community leaders as the primary marketing target group.

**Keywords:** social marketing, dengue hemorrhagic fever, tuberculosis, prevention, control, health cadres

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